# 朝陽科技大學 098學年度第1學期教學大綱
# Channel Strategy and Management 通路策略與管理

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| 當期課號 | 1607 | Course Number | 1607 |
| 授課教師 | 嚴武隆 | Instructor | Yen,Wu Lung |
| 中文課名 | 通路策略與管理 | Course Name | Channel Strategy and Management |
| 開課單位 | 行銷與流通管理系(四日)三A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程除通路管理理論與策略研討外，選用國內外個案教學從實務的運作出發，強調在不斷改變的環境中實現通路策略與管理，及瞭解如何運作爲宗旨，並以通路的不斷改造演化從書本及個案架構中，探討最基本的通路管理策略知識，將之轉化爲通路管理流程中各種活動，貼近實務且具體，希望能造就未來持續改善通路效能的專業經理人才的基礎教育而共同努力。 | Objectives | Channel strategy and management course, with the exception of channel management theory and strategy discussions, the selection of domestic and international cases from the practical operation of teaching, the emphasis on the changing environment of the channel strategy and management, and learn how to operate for the purpose of, and channel the continuous transformation of the evolution from the textbooks and case structure, to explore the most basic knowledge of the channel management and strategy will be translated into the channel management process in a variety of activities, close to practical and concrete, hoping to continue to improve channel to create the future performance of professional human resources manager basic education and to work together. |
| 教材 | 1通路管理 滄海圖書<br>2.Marketing Channel-A Management View 滄海圖書<br>3.通路行銷與管理-實戰與本土案例 鼎茂圖書 | Teaching Materials | 1.The manager's Guide to Distribution Channels<br>2. Marketing Channel-A Management View<br>3.Channel Marketing and Management |
| 成績評量方式 | 成績考核：平時成績 30% 期中成績 30% 期末成績 40%<br>平時成績：<br>1.課堂出席【缺席扣平時成績5分/次（曠課次數累積達三次(含)以上扣平時成績10分/次）；缺席次數達五次(含五次，請假亦同)扣】平時成績15分；<br>2.作業成績（抄襲、影印他人作業以0分計算）；<br>3.課堂通路策略個案研討做爲期中成績（請假、曠課皆不得補交。請假當次期中成績以扣5分計算；曠課當次期中成績以-10分計算）<br>＊＊期末成績以分組報告做個案研究-通路策略與管理相關發展研討＊ | Grading | Examination results: 30% of the normal results during the 30% of the results achieved at the end of 40%<br>Usually results:<br>1.【Absence of the classroom to attend the deduction results usually 5 / times (up to three times the cumulative number of absenteeism (including) more than 10 points deducted usually results /); the absence of up to five times the number (including five times, agreed to leave) usually results deduction】15;<br>2. Operating results (copy, photocopy of the work of others in order to calculate 0);<br>3. Classroom case studies for channel strategy as a mid-term results (leave, absenteeism may not all make-up. Leave during the time when the results to calculate deductions 5; absenteeism accomplishment during the time when the calculation to -10)<br>＊＊To report results at the end of division to do case studies – channel strategy and management seminar |
| 教師網頁 | | | |

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| **教學內容** | 通路是行銷目標實現的最後一個環節;同時也是啓動物流服務的介面,這種輻射的的角色,隨著全球供應鏈整合的演進趨勢,以及伴隨資訊網路技術而崛起的新興通路,除了對各種產業結構及消費型態形成巨大衝擊外,也使得通路策略與管理這一個原屬於行銷管理組合的傳統議題,也需不斷回應社會環境變遷與衝擊而衍化成爲新的知識.<br>通路策略與管理教授課程,除通路管理理論與策略研討外,選用國內外個案教學從實務的運作出發,強調在不斷改變的環境中實現通路策略與管理,及瞭解如何運作爲宗旨,並以通路的不斷改造演化從書本及個案架構中,探討最基本的通路管理策略知識,將之轉化爲通路管理流程中各種活動,貼近實務且具體,希望能造就未來持續改善通路效能的專業經理人才的基礎教育而共同努力. | **Syllabus** | Channel is the realization of marketing objectives of the last session; logistics services at the same time start the interface, the role of radiation, with the global supply chain integration of the evolution of trends and information network technology with the rise of the emerging channels, in addition to a variety of industrial structure and the formation of a huge impact on consumption patterns, but also makes channel management strategies and were originally part of a combination of traditional marketing management issues, also need to be constantly changing in response to social environment and the impact of the new knowledge derived.<br>Channel strategy and management course, with the exception of channel management theory and strategy discussions, the selection of domestic and international cases from the practical operation of teaching, the emphasis on the changing environment of the channel strategy and management, and learn how to operate for the purpose of, and channel the continuous transformation of the evolution from the textbooks and case structure, to explore the most basic knowledge of the channel management and strategy will be translated into the channel management process in a variety of activities, close to practical and concrete, hoping to continue to improve channel to create the future performance of professional human resources manager basic education and to work together. |

尊重智慧財產權，請勿非法影印。